

TEKTON[®] Minimum Advertised Price Policy

At Tekton, we want to be known for transparent, consistent prices that reflect the quality of the product, are reasonable and competitive, and are free of gimmicks and surprises. Our brand also depends on retailers who can afford to offer impressive marketing, service, and support to Tekton end users. These things encourage trust in the brand and make for an easier, better shopping experience. They help position Tekton products as a better value in the market relative to the competition.

To support our goals, we expect retailers to offer our products at an advertised price within 5 percent of our Manufacturer Suggested Retail Price, except when advertising as part of a Tekton-sponsored discount or promotion.

While each retailer has the right to disregard this policy and offer Tekton products at any price, Tekton similarly has the right to choose where and through whom to sell its products. We wish to do business with retailers who are aligned with our goal of offering prices that will support the brand and provide sufficient margin for impressive marketing, service, and support for Tekton end users.

Tekton's MSRP is based on realistic, attractive market prices. The MSRP only applies to current items we identify. These items and their associated MSRPs are on our website, Tekton.com.

Tekton will act as follows in support of this policy:

1. If a retailer offers an item for a price more than 5 percent below MSRP, other than as part of a Tekton-sponsored discount or promotion, Tekton will typically send a written notice reminding the retailer of its policy and requesting compliance.
2. If a retailer consistently disregards Tekton's reminders and remains more than 5 percent below MSRP, other than as part of a Tekton-sponsored discount or promotion, Tekton may in its discretion stop supporting that retailer's marketing efforts and/or stop offering some or all of its product to that retailer or end the relationship entirely.
3. Tekton will consider a retailer's adherence to its pricing policy as an important factor among many when evaluating its relationship with that retailer. The entirety of the retailer's conduct, reputation, policies, and more will be considered in deciding upon appropriate action in the interests of Tekton's brand and the best end user experience. Prices consistently above MSRP are also a negative factor when evaluating retailer conduct.
4. This is not an agreement between Tekton and any retailer. Tekton has unilaterally adopted this policy to support its brand and will not negotiate specific retail prices or remedies with individual retailers. Tekton will consider the advertised price to be the price offered on any sign, price sticker, website, advertisement, or similar publication. Special deals, bundles, and other discounts will be treated as reductions in the price.
5. When Tekton products reach a retailer through a distributor, Tekton expects the distributor to uphold its standards and sell product only to retailers who conduct their business consistent with this policy.